

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (Currently Amended): A gravity-feed shelf for a display device for at least one modular merchandise unit having a substantially flat base, the shelf comprising:

- (a) at least two spaced-apart walls defining a channel between said walls; and
- (b) at least one support comprising at least two spaced-apart members disposed in said channel for receiving the base of the merchandise unit to ride on along a travel path in the channel;

wherein said support has a an inclined rearward portion elevated at a first angle between 10° and 25°, a substantially horizontal forward portion, and an inclined intermediate portion connecting said rearward and forward portions elevated at a second angle greater than said first angle, said travel path being defined along said at least two spaced-apart members in the

channel from said inclined rearward portion to said forward portion, said travel path being unobstructed between said rearward and forward portions so that the merchandise unit when placed on the rearward portion or the intermediate portion of said support will descend by gravity to the forward portion of said support for access to the unit in a selected presentation position.

Claim 2 (Canceled).

Claim 3 (Currently amended): The shelf according to claim 1 further comprising:

(a) a plurality of adjacently-spaced walls including first and second outer walls and at least one inner wall, each of said walls having respective lower portions, said plurality of walls defining at least two channels between adjacent ones of said plurality of walls;

(b) a plurality of supports, each of said supports disposed in a respective one of said at least two channels and connecting lower portions of adjacent ones of said plurality of walls; and

(c) a connector connected to forward the lower portions of said first and second outer walls.

Claim 4 (Canceled).

Claim 5 (Currently Amended): The shelf according to claim 1 wherein ~~said first angle is between 10° and 25° and said second angle is between 35° and 45°.~~

Claim 6 (Original): The shelf according to claim 1 wherein said first angle is approximately 21°, said second angle is approximately 41°, and said substantially horizontal forward portion is elevated at an angle of approximately 2°.

Claim 7 (Canceled).

Claim 8 (Currently Amended): A display device for at least one modular merchandise unit having a substantially flat base, the display device comprising:

(a) a housing comprising at least one open face; and

(b) at least one gravity-feed shelf supported in said housing comprising two spaced-apart parallel adjacent walls defining a channel between said walls and at least one support comprising at least two spaced-apart members disposed in said channel for receiving the base of the merchandise unit to ride on along a travel path in the channel;

wherein the support has a an inclined rearward portion elevated at a first angle between 10° and 25°, a substantially horizontal forward portion, and an inclined intermediate portion connecting said rearward and forward portions elevated at a second angle greater than said first angle, said travel path being defined along said at least two spaced-apart members in the channel from said inclined rearward portion to said forward portion, said travel path being unobstructed between said rearward and forward portions so that the merchandise unit when placed on the rearward portion or the intermediate portion of said support will descend by gravity to the forward portion of said support for access to the unit in a selected presentation position.

Claim 9 (Canceled).

Claim 10 (Currently Amended): The display device according to claim 8 wherein said at least one shelf comprises:

(a) a plurality of adjacently-spaced walls including first and second outer walls and at least one inner wall, each of said walls having respective lower portions, said plurality of walls defining at least two channels between adjacent ones of said plurality of walls;

(b) a plurality of supports, each of said supports disposed in a respective one of said at least two channels and connecting lower portions of adjacent ones of said plurality of walls; and

(c) a connector connected to the forward lower portions of said first and second outer walls.

Claim 11 (Canceled).

Claim 12 (Currently Amended): The display device according to claim 8 wherein ~~said first angle is between 10° and 25° and said second angle is between 35° and 45°.~~

Claim 13 (Original): The display device according to claim 8 wherein said first angle is approximately 21°, said second angle is approximately 41°, and said substantially horizontal forward portion is elevated at an angle of approximately 2°.

Claim 14 (Canceled).